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**MTAC Focus Group Session Notes**  
**Wednesday, July 13, 2016**

**ENTERPRISE ANALYTICS/DATA USAGE**

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Enterprise Analytics and Data Usage

**Session 1: PERIODICALS**

(Randy Stumbo, MTAC Industry Leader)

**DISCUSSION TOPIC**

Address Management:

- Clarification around move update, fed reg published and addressed there
- Conversion of link product to new SHA-256, encourage folks to download and convert, deadline for conversion is July 1, 2017
- NCOA link, met with privacy officer, proposed revising 100 record rule, willingness to look at this from privacy officer
- CASS Cycle O – will USPS pursue CASS cycle O? survey monkey out to collect feedback on interest. Aug 2018 would be implementation
- Integrating ACS data from pkg scans and reporting to PTR, so customers can see in the event it required forwarding
- WG 177, extended until end of Aug, review best practices
- WG171 – take a look at reason codes around mail, go out and do educational campaign w/ field, end of fiscal year is deadline for field training, dashboard – internal mgmt., insight into how their UAA activity corresponds to other offices UAA, end of fiscal year
- College and university – integrate student COA into mail systems, can we bring into NCOA link product? To identify student COA
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Service:

- Highest periodicals flats in measurement, 6 week trend – greater than 75% for periodicals, last mile is dropping quite a bit, lionshare SCF entry

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- Below 8% on last mile, last mile for destination mail forecast by Steve D moving forward lower and lower come next year, why we were at 4% in 2012 – only had top piece of bundle due to the lack of nesting info, not full analysis capabilities that's why number was so low
- Service variance – w/o last mile, end to end gaps are closing, gap down to 9% day +1, not a huge tail, good progress
- Enhancement usps.com service performance, show you various trends by service std and entry types, adding link to 3 digits tied to area and districts, these reports are by our 3<sup>rd</sup> party vendor
- IV – late on the pilot, challenge w/ performance need to address, 2.5B transactions a day, continue to move forward w/ coding, will be 3 releases
- Last mile – FC flats challenge to capture, internal is every single delivery point – much larger sample data, changed approach to sampling data – MDD prompts carriers to sample, ask to sample 15 pieces, so they changed approach to sample flats first and then letters so we can capture flats and not just letters, new category we can sample – remittance letters/cards
- First mile – single piece FC flats, modify sample design to capture at the Post Office due to lack of volume in collection boxes
- Bundle visibility – great upward movement, visibility in nesting at plant level, and at delivery unit, piloting with Time Inc – cautiously optimistic, can see 70% end to end, 13 point lift in visibility

### **ACTION ITEMS**

- Provide survey monkey address for CASS cycle
- Show mail excluded from measurement
- Show last mile profiles, diagnostics where last mile failures are
- Better definition of “news” treatment category - Periodical Advisory Group (PAG) agreed to take this on

## **Session 2: FIRST-CLASS MAIL**

**(Michael Tate, MTAC Industry Leader)**

### **DISCUSSION TOPIC**

Service:

- FCM service trends – 96.6 overnight, 96.0 two day, 94 3 day
- FCM in service measurement 69.50%

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- last mile trends starting to go down, around 2% result of diagnostic tools provided by EA, went up due to the operational window change but Steve thinks continuous drop over time and SPLY should be lower next year
- long haul –engagement w/ ops and EA, leverage SVweb - to better understand transport and how to calculate performance
- FC flats – higher % FC flats in measurement than letters, need to look at last mile – tub mail, last mile impact going down below 6%, anticipate this going down too, tightening the service variance
- Open docket w/ regulator to change measurement methodology, to move from legacy system, internal measurement is much more data
- Improved info on .com, added trends, look at from geography, service std, and mail class, based off official scores
- IV – delayed pilot for mail tracking and reporting, related to infrastructure not the software, identifying problems based on high volume, need to stabilize hardware environment, then run parallel w/ legacy before moving over to IV, will still continue coding, pilot timeframe TBD
- Last mile sampled mail – SPFC remittance now in sampling, disconnect w/ field communication and sampling criterion, educated field – made a video and ramped up sampling, now we have scaled back sampling volume to get correct measurement, flats were a challenge to get sampled – sample 15 pieces, and letters were getting scanned but not flats, MDD speaks to carrier to sample mailpiece and they were sampling letters but not flats so added change to sample flats before letters, SPFC flat hard to get sampled – how we can capture, do samples on mail brought back from carriers on route and will sample at delivery unit

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### **ACTION ITEMS**

- Update on ability to measure long haul
- last mile trend - weather visualization
- .com trend data, can it go back further? Will look into it
- estimate logical event increase in number of scans, help industry size storage requirements

## **Session 3: PACKAGE SERVICES**

**(John Medeiros, MTAC Industry Leader)**

### **DISCUSSION TOPIC**

IMpb:

- WG178 which items will validate, assess, and thresholds – 69 diff items and performance, simplify and collaboratively come up with thresholds – achievable and reasonable, concern – pace too fast and want to vet metrics, ask to change pace and extend out past completion date, defer implementation of quality assessments – Isaac extended WG 178 to end of August and delayed implementation of assessments to Jan 2017, have consensus on 8 metrics
- Mailers should see in the next month's report where mailers stand on the 10 new metrics
- Separate extract file? To show mailers the wrong secondary addresses, because the sampling is such a small population
- Communications – Richard Porras, they will go out and communicate to their customers when the metrics are finalized, hesitant to go out until finalized
- Issue with secondary address on consumer packages due to privacy concerns, USPS cannot provide secondary information, option: address element correction – can use this program to provide correct address provided by consumer
- Assessments - Start measuring going forward with January implementation, packages mailed in January will be assessed

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- Outage planned for this weekend – Informatica 9.6 upgrade – PTR not injecting any new data during this time

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#### **ACTION ITEMS**

- Research specific customer reports with extract capability
- PCC Week communication on upcoming IMpb changes for January 2017
- Provide survey monkey info on CASS Cycle-O
- Addressing 101 with WG171

### **Session 4: STANDARD MAIL**

**(Rose Flanagan, MTAC Industry Leader)**

#### **DISCUSSION TOPIC**

Service:

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- Making improvements, std letters – 77.81% included in measurement, over 3B pieces a month, last mile impact down a percentage point last mile, almost 5% improvement over last year, 9B pieces of mail in measurement, service variance – DSCF 97.74%, up to 99 a day +one, end-to-end need to shrink gap, flats – 70.44% in measurement, flat performance – almost at 91% dest flats,
- last mile impacts a little bit larger – below 6%, proposal to do internal measurement process using postal technology, “you have a sampling request” on MDD, allows USPS to do scanning across over 140M delivery points, 3<sup>rd</sup> party vendor currently uses reporters 15-20K fixed points, USPS is leveraging all sampling to identify issues to correct, last mile – last processing scan to the time it hits mailbox, USPS has to measure all categories of service, way we designed is bucket class of mail into sampling groups, determine based on population and geography – math equation what we need to be statistically valid, with internal sampling we know where sampling occurred after the fact, we don’t know with current samplers so we can do diagnostics to fix problem
- service variance end-to-end still have gaps and need to tighten variance, using data to do so
- .com reports – have added service performance trends over a historical perspective, will be adding 3 digit references to pin point what area of country mail is coming from, data reflects official data with the regulator – quarterly, 40-45 days after end of quarter
- IV – extending the release timelines, in this world of production we’re gaining some experience, as we are coding and doing development and everything looks good and we move up to next requirement test and move to production we’re finding out that due to this architecture everything has to be in harmony, moving delivery events up to release one, the dates are TBD for releases
- Op code logical delivery event - capability when carrier enters into blockface we know which mail has high degree of probability of being delivered, leverage geo coordinates, and triggers delivered message
- Identifier for political mail mailings, can identify root causes

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### **ACTION ITEMS**

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